

ABSTRAK

SIKAP KONSUMEN TERHADAP EKUITAS MEREK MINUMAN BERTENAGA “KUKU BIMA ENER-G” DITINJAU DARI STATUS SOSIAL EKONOMI

(Studi Kasus : Pedukuhan Niten, Trirenggo, Bantul, Yogyakarta)

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Penelitian ini bertujuan untuk menguji dan menganalisis hubungan antara jenis pekerjaan, tingkat pendidikan, dan tingkat pendapatan yang dimiliki konsumen dengan sikapnya terhadap ekuitas merek minuman bertenaga Kuku Bima ENER-G. Penelitian ini dilakukan di Pedukuhan Niten Trirenggo Bantul, Yogyakarta pada bulan April-Mei 2007.

Jenis penelitian ini adalah korelasional. Adapun variabel yang diteliti meliputi: (1) variabel bebas, yaitu jenis pekerjaan, tingkat pendidikan, dan tingkat pendapatan; dan (2) variabel terikat, yaitu sikap konsumen terhadap ekuitas merek. Sampel yang diambil adalah 100 orang dengan menggunakan teknik *purposive sampling*. Pengumpulan data dengan menggunakan kuesioner. Teknik analisis data yang digunakan adalah: (1) *Koefisien Kontingensi* untuk menguji hubungan antara jenis pekerjaan konsumen dengan sikapnya terhadap ekuitas merek minuman penambah tenaga Kuku Bima Ener-G; (2) *Spearman Rank* untuk menguji hubungan antara tingkat pendidikan konsumen dengan sikapnya terhadap ekuitas merek minuman penambah tenaga Kuku Bima Ener-G; dan (3) *Product moment* untuk menguji hubungan antara tingkat pendapatan keluarga dengan sikapnya terhadap ekuitas merek minuman penambah tenaga Kuku Bima Ener-G.

Hasil analisis data menunjukkan bahwa: (1) hasil analisis *kontingensi* menunjukkan bahwa tidak ada hubungan yang signifikan antara jenis pekerjaan konsumen dengan sikapnya terhadap ekuitas merek minuman bertenaga Kuku Bima Ener-G ($C = 0,369$, $\text{sig}=0,204$), tetapi pada atribut faktor kepercayaan dalam ekuitas merek menunjukkan bahwa ada hubungan yang signifikan antara jenis pekerjaan dengan kepercayaan ($C = 0,419$, $\text{sig}=0,046$); (2) hasil analisis korelasi *Spearman rho* menunjukkan bahwa tidak ada hubungan yang signifikan antara tingkat pendidikan konsumen dengan sikapnya terhadap ekuitas merek minuman bertenaga Kuku Bima Ener-G ($\rho = -0,069$, $\text{sig} = 0,494$); dan (3) hasil analisis korelasi *product moment* menunjukkan bahwa tidak ada hubungan yang signifikan antara tingkat pendapatan konsumen dengan sikapnya terhadap ekuitas merek minuman bertenaga Kuku Bima Ener-G ($r_{xy} = -0,120$, $\text{sig} = 0,234$).

ABSTRACT

**CONSUMERS' ATTITUDE TOWARD THE BRAND EQUITY OF
"KUKU BIMA ENER-G" SUPPLEMENT DRINK VIEWED FROM SOCIAL
AND ECONOMICAL STATUS**

(A Case Study at Pedukuhan Niten, Trirenggo, Bantul, Yogyakarta)

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2007**

This research is aimed to test and to analyze the relationship between types of job, educational level, and income of the consumers and their attitude toward the brand equity of Kuku Bima ENER-G supplement drink. The research was conducted in *Padukuhan Niten, Trirenggo Bantul, Yogyakarta*, during April-May 2007.

The type of the research was co-relational. There were two variables: (1) independent variable, covered type of job, educational level, and income; and (2) dependent variable, that was the consumers' attitude toward the brand equity. The samples were 100 people taken by using purposive sampling technique. Additionally, questionnaires were used to get the data. The data analysis technique used were: (1) *Coefficient Contingency* to test the relationship between the consumers' type of job with their attitude toward Kuku Bima Ener-G supplement drink; (2) *Spearman Rank* to analyze the correlation between consumers' educational level and their attitude toward Kuku Bima Ener-G supplement drink; and (3) *Product Moment* to investigate the relationship between income level and their attitude toward the equity of Kuku Bima Ener-G supplement drink.

The result of the data analyses showed that: (1) the analysis result of *contingency* proved that there was no significant relationship between the consumers' type of job and their attitude toward the equity of Kuku Bima Ener-G supplement drink ($C = 0,369$, $\text{sig} = 0,204$). However, on the trust factor attribute of the brand equity, it was showed that there was a significant relationship between the type of job and the consumers' trust ($C = 0,419$, $\text{sig} = 0,046$); (2) the result of co-relational *Spearman rho* showed that there was no significant connection between the consumers' educational level and their attitude toward the brand equity of Kuku Bima Ener-G supplement drink ($\rho = -0,069$, $\text{sig} = 0,494$); and (3) the result of co-relational analysis of *Product Moment* confirmed that there was no significant relationship between the consumers' income level with their attitude toward the brand equity of supplement drink Kuku Bima Ener-G ($r_{xy} = -0,120$, $\text{sig} = 0,234$).